

Make Your Event Go Big With These Promo Tips!

Need more help?
Contact the OEV BIA at
info@oldeastvillage.com.

1. Make a Facebook Event

- Make info accessible:** the event page can act as a go-to source for all event details
- Reach new eyes:** when people click “interested,” the event appears in their friends’ feeds
- Remind people:** new event posts will send notifications to “interested/going” people

Recommended Groups

[Old East Village Community](#)

[Things to Do in London](#)

[London Ontario Events](#)

Expand your reach by sharing
to Facebook groups!

2. Tell Your Audience

- Social media:** post about the event and highlight details to attract new audiences
- Use your email database:** deliver a personal invitation to your customer’s inbox

3. Tell The BIA

- What’s On In OEV:** email details to info@oldeastvillage.com by the 1st of the month for our monthly event newsletter
- Tag @oldeastvillagebia:** tag us in your social media posts so we can share

4. Tell London

- Show Up on Google:** add the event to your business profile - [instructions here](#)
- London’s Pretty Cool:** [submit your event](#) to this podcast that posts local events every week on [their Instagram](#)
- Tourism London:** [submit your event](#) to be posted on [Tourism’s website](#)

More Tips

- **Design an attractive poster:** use high-quality visuals with few words - less is more on the image, let people know they can find details in the caption
- **Post early & often:** make multiple posts before the event - building momentum takes time + people need to be reminded
- **Build your brand:** use consistent colours/images when you post so people begin to recognize messaging that relates to your event
- **Post during the event:** use Stories to show people what they’re missing!